

# DIY and other economic realities

In the midst of economic crisis, we don't flaunt wealth or advertise luxury goods. Instead, we emphasize savings and value. A few weeks ago, I wrote about banks emphasize how solid they are, and how some retailers like Walmart are running campaigns about saving. In fact, Walmart is currently running a commercial that talks about eating in as a saving strategy (and you can get all your ingredients at Walmart). And in today's *Washington Post* there is an article that says Americans are doing more things for themselves, things they used to pay someone else to do. Things like mowing the lawn, walking the dog, dying hair, and others. The Post reports on one retailer that is using the trend in its advertising: Target, with its "brand new day" campaign. Target's advertising has consistently been cutting-edge. In the ads, which you may have seen, against a catchy tune, Target shows you how several products it carries can be used to save money. It is clever and it is really responsive to the culture.

In general, advertisers are most definitely acknowledging the new economic realities. More and more I see the word "save" or "savings" in ads, across the board. Big Lots is running an ad showing a couple who bought a dining set for a lot less than it would have cost elsewhere. So basically the theme is you can save money but please buy from us. I wonder what advertising was like during the Great Depression. It must have been similar, putting emphasis on value and savings. If anyone has any examples, please share in the comments.

